

ORDER



Orders	Order / Rev:	163307
	Alt Order #:	06268208
	Product Desc:	BALDWIN FOR SENATE
	Estimate:	
	Flight Dates:	10/02/12 - 10/08/12
	Original Date / Rev:	08/08/12 / 08/08/12
	Order Type:	GENERAL

WDJT-TV-LP

Primary AE:	Matthew Norten
Sales Office:	HDC
Sales Region:	NAT

Agency	Name:	Shorr Johnson Magnus
	Buying Contact:	
	Billing Contact:	
		1831 Chestnut St.
		Philadelphia, PA 19103

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Poli/T Baldwin/D/Sen/WI
	Demographic:	A35+
	Product Codes:	PL Candidate
	Priority:	POL
	Revenue Codes:	AGY, POL, ISS

New Business Thru: _____
 Order Separation: 00:15:00 _____
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/08/12	27	\$29,550.00	\$25,117.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	27	\$29,550.00	\$25,117.50	0.00
Totals	27	\$29,550.00	\$25,117.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WDJT-TV-LP	21%	\$29,550.00
Market	100%	\$140,714.29

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	38%	\$53,471.43
WITI	24%	\$33,771.43
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	17%	\$23,921.43
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	10/02/12	10/05/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	-TWTF--	:30	4	\$500.00	P-2	0.00	NM	4	\$2,000.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	-TWTF--		4		\$500.00		0.00					
E 2	WDJT	10/08/12	10/08/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	1-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
JEOPARDY															

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Advertiser: Poli/T Baldwin/D/Sen/WI
 Product Desc: BALDWIN FOR SENATE
 Estimate: WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WDJT	10/08/12	10/08/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	1-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	1-----			1		\$500.00		0.00				
E 3	WDJT	10/02/12	10/05/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	-TWTF--	:30	4	\$750.00	P-2	0.00	NM	4	\$3,000.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-TWTF--			4		\$750.00		0.00				
E 4	WDJT	10/08/12	10/08/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	1-----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	1-----			1		\$750.00		0.00				
E 5	WDJT	10/06/12	10/06/12	Sat 6p-7p Jep/Wheel Sat 6p-7p Jep/Wheel	CM	Sat 6-7p	-----1-	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
WHEEL/JEOP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----1-			1		\$200.00		0.00				
E 6	WDJT	10/02/12	10/02/12	Tu 7p - 8p NCIS	CM	Tu 7p - 8p	-1-----	:30	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
NAVY NCIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-1-----			1		\$2,800.00		0.00				
E 7	WDJT	10/02/12	10/02/12	Tu 8p - 9p NCIS: Los Angeles	CM	Tu 8p - 9p	-1-----	:30	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
NCIS:LA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-1-----			1		\$2,800.00		0.00				
E 8	WDJT	10/03/12	10/03/12	Wed 8p - 9p Criminal Minds	CM	Wed 8p - 9p	--1----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
CRIMINAL MINDS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	--1----			1		\$2,500.00		0.00				
E 9	WDJT	10/07/12	10/07/12	Su 6p - 7p 60 Minutes	CM	6p - 7p	-----1	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
60 MIN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----1			1		\$3,000.00		0.00				
E 10	WDJT	10/07/12	10/07/12	Su 7p - 8p The Amazing Race	CM	7p - 8p	-----1	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
AMAZING RACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----1			1		\$3,000.00		0.00				
E 11	WDJT	10/07/12	10/07/12	Su 8p - 9p The Good Wife	CM	8p-9p	-----1	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
GOOD WIFE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----1			1		\$2,500.00		0.00				
E 12	WDJT	10/07/12	10/07/12	Su 9p - 10p Mentalist	CM	9p-10p	-----1	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
MENTALIST															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----1			1		\$2,500.00		0.00				
E 13	WDJT	10/02/12	10/07/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p	-T-T-SS	:30	4	\$750.00	P-2	0.00	NM	4	\$3,000.00
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-T-T-SS			4		\$750.00		0.00				
E 14	WDJT	10/02/12	10/05/12		CM	1035p-1135p	-TWTF--	:30	4	\$200.00	P-2	0.00	NM	4	\$800.00

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 Estimate:

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Letterman 1035p-1135p															
Letterman 1035p-1135p															
LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12		10/01/12	10/07/12	-TWTF--			4			\$200.00		0.00			
E 15	WDJT	10/08/12	10/08/12	Letterman 1035p-1135p	CM	1035p-1135p	1-----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
Letterman 1035p-1135p															
LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	1-----			1			\$200.00		0.00			
Totals														27	\$29,550.00